



WDIV

ORDER

Print Date 08/09/12

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Flight Dates **09/24/12-09/30/12**

Contract / Revision **256436 /**

Original Date / Revision
08/09/12 08/09/12

Advertiser **ISS/Protect MI Vote**

Agency **Target Enterprises LTD**

Buying Contact

**15260 Ventura Blvd Ste 1240
Sherman Oaks, CA 91403**

Product
248 PROTECT MI VOTE

Agency Com 15%

Billing Contact

**15260 Ventura Blvd Ste 1240
Sherman Oaks, CA 91403**

Sales Office LAX

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **248**

Alt Order # **06270853**

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Ballot-Related

Priority P-2

Advertiser Ref

Primary Account Executive
Maria Casey

Account Executive	Order%	Start Date	End Date
Maria Casey	100%		

Order Share 100% Market Value 160850

Competing Station	% of Order	Amount
CABLE	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WWJ	%	0
WXYZ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	78	\$136,722.50	\$160,850.00	0.00	08/27/12	09/30/12	78	\$136,722.50	\$160,850.00
Totals	78	\$136,722.50	\$160,850.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WDIV	09/24/12	09/28/12	6-7am Local 4 News M-F Local 4 News Today @ 6/	CM	6A-7A	11111--	:30	5	\$1,600.00	P-2	0.00	NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	11111--					5	\$1,600.00		0.00			
E 2	WDIV	09/24/12	09/28/12	7-9am Today Show M-F Today Show	CM	7-9a	MTWTF--	:30	9	\$1,700.00	P-2	0.00	NM	9	\$15,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					9	\$1,700.00		0.00			
E 3	WDIV	09/24/12	09/28/12	Ellen 10-11a M-F 10-11AM Ellen	CM	10-11A Ellen	11111--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	11111--					5	\$1,000.00		0.00			
E 4	WDIV	09/24/12	09/28/12	Noon News 12-1230p M-F Noon News 12-1230p	CM	12N-1230P	11111--	:30	5	\$1,250.00	P-2	0.00	NM	5	\$6,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	11111--					5	\$1,250.00		0.00			
E 5	WDIV	09/24/12	09/28/12		CM	430p-5p	11111--	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00



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Contract / Revision **256436** Flight Dates **09/24/12-09/30/12**

Hiatus Dates

Original Date / Revision 08/09/12/ 08/09/12

Order Sep 00:20:00

Advertiser **ISS/Protect MI Vote**

Product **248 PROTECT MI VOTE**

Estimate # **248**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 430-5P Inside Edition Inside Edition M-F 430-5p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	11111--	5		\$1,200.00		0.00						
E 6	WDIV	09/24/12	09/28/12	M-F Local News @ 4pmCM M-F Local News @ 4pm		4p-430pm	11111--	:30	5	\$1,300.00	P-2	0.00	NM	5	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	11111--	5		\$1,300.00		0.00						
E 7	WDIV	09/24/12	09/28/12	5-6pm Local 4 News M-F M-F Local 4 News 5-6pm	CM	5P-6P	11111--	:30	5	\$1,900.00	P-2	0.00	NM	5	\$9,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	11111--	5		\$1,900.00		0.00						
E 8	WDIV	09/24/12	09/28/12	6-630pm Local 4 News M-F M-F Local 4 News 6-630p	CM	6P-630P	11111--	:30	5	\$2,300.00	P-2	0.00	NM	5	\$11,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	11111--	5		\$2,300.00		0.00						
E 9	WDIV	09/24/12	09/28/12	M-F Access 7-730P Wheel M-F Wheel of Fortune	CM	7P-730P	11111--	:30	5	\$2,900.00	P-2	0.00	NM	5	\$14,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	11111--	5		\$2,900.00		0.00						
E 10	WDIV	09/24/12	09/28/12	Jeopardy 730-8p M-F M-F Jeopardy	CM	730P-8P	11111--	:30	5	\$2,700.00	P-2	0.00	NM	5	\$13,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	11111--	5		\$2,700.00		0.00						
E 11	WDIV	09/26/12	09/26/12	Wednesday 9-11p Law & Order: Special Vict	CM	9-11PM	--1----	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--1----	1		\$4,000.00		0.00						
12	WDIV	09/28/12	09/28/12	Friday 10-11p Dateline NBC	CM	10-11PM	----1--	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----1--	1		\$3,500.00		0.00						
E 13	WDIV	09/24/12	09/28/12	M-F Local 4 News @ 11p 11-1135P Late News	CM	11P-1135P	11111--	:30	5	\$5,000.00	P-2	0.00	NM	5	\$25,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	11111--	5		\$5,000.00		0.00						
E 14	WDIV	09/24/12	09/28/12	Tonight Show w/Leno Tonight Show 1135P-123'	CM	1135P-1237A	11111--	:30	5	\$1,800.00	P-2	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	11111--	5		\$1,800.00		0.00						
15	WDIV	09/29/12	09/29/12	Sat 6-8am Loc News Sat 6-8am/Local 4 News	CM	6-8am	-----1-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----1-	1		\$1,000.00		0.00						
16	WDIV	09/29/12	09/29/12	Sat Today 8-10am Sat 8-10am Today	CM	Sat 8-10am Today	-----2-	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----2-	2		\$1,400.00		0.00						
E 17	WDIV	09/29/12	09/29/12	Sat 7-730pm Local News Sat 7-730pm Local News	CM	7p-730p	-----1-	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



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Contract / Revision **256436** Flight Dates **09/24/12-09/30/12**

Hiatus Dates

Original Date / Revision 08/09/12/ 08/09/12

Order Sep 00:20:00

Advertiser **ISS/Protect MI Vote**

Product **248 PROTECT MI VOTE**

Estimate # **248**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WDIV	09/29/12	09/29/12	Sat 7-730pm Local News Sat 7-730pm Local News	CM	7p-730p	-----1-	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----1-		1				\$1,400.00		0.00			
18	WDIV	09/29/12	09/29/12	Sat Local 4 News @ 11P Sat 11-1130P Late News	CM	11-1130P	-----1-	:30	1	\$3,200.00	P-2	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----1-		1				\$3,200.00		0.00			
19	WDIV	09/29/12	09/29/12	Saturday 1130P-1A SNL Saturday Night Live	CM	1130P-102A	-----2-	:30	2	\$1,700.00	P-2	0.00	NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----2-		2				\$1,700.00		0.00			
20	WDIV	09/30/12	09/30/12	Sun 8-9am Loc News Sun Local News 8-9am	CM	Sun 8-9am	-----1	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----1		1				\$1,000.00		0.00			
21	WDIV	09/30/12	09/30/12	Sun 9-10am Today Show Sun Today Show 9-10A	CM	9A-10A	-----1	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----1		1				\$1,300.00		0.00			
22	WDIV	09/30/12	09/30/12	Sun 1030-1130a MTP Meet The Press	CM	1030A-1130A	-----1	:30	1	\$2,600.00	P-2	0.00	NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----1		1				\$2,600.00		0.00			
23	WDIV	09/30/12	09/30/12	Sun 6-630pm Local News Sun 6pm	CM	Sun 6pm	-----1	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----1		1				\$1,600.00		0.00			
E 24	WDIV	09/30/12	09/30/12	Sun News after FB Sun LN after FB	CM	Sun LN after FB	-----1	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----1		1				\$5,000.00		0.00			
Totals														78	\$160,850.00